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22142 7590 06/30/2005

FITCH EVEN TABIN AND FLANNERY
120 SOUTH LA SALLE STREET
SUITE 1600
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08/05/2005 HDEHESSE 0000001E 081P35 09618321

01 FC:1501 1400.00 DA
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Thomas F. Lebens (Depositor's name)
(Signature)
August 4, 2005 (Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/618,321	07/18/2004	Marc David Abrahamson	6612	9842

TITLE OF INVENTION: METHOD AND SYSTEM FOR ANIMATED AND PERSONALIZED ON-LINE PRODUCT PRESENTATION

APPLN. TYPE	SMALL ENTITY	ISSUE FEE	PUBLICATION FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	NO	\$1400	\$0	\$1400	09/30/2005
EXAMINER	ART UNIT	CLASS-SUBCLASS			
ALAM, SHAHID AL	2162	707-004000			

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.363).

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2. For printing on the patent front page, list

(1) the names of up to 3 registered patent attorneys or agents OR, alternatively,

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1 Thomas F. Lebens
2 Fitch, Even, Tabin & Flannery
3

3. ASSIGNEE NAME AND RESIDENCE DATA TO BE PRINTED ON THE PATENT (print or type)

PLEASE NOTE: Unless an assignee is identified below, no assignee data will appear on the patent. If an assignee is identified below, the document has been filed for recordation as set forth in 37 CFR 3.111. Completion of this form is NOT a substitute for filing an assignment.

(A) NAME OF ASSIGNEE

Sony Corporation, 7-35 Kitashinagawa 6-Chome, Shinagawa-Ku, Tokyo, Japan, and
Sony Electronics Inc., 1 Sony Drive, Park Ridge, New Jersey 07656

(B) RESIDENCE (CITY and STATE OR COUNTRY)

Please check the appropriate assignee category or categories (will not be printed on the patent): ☐ Individual ☒ Corporation or other private group entity ☐ Government

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5. Change in Entity Status (from status indicated above)

☐ a. Applicant claims SMALL ENTITY status. See 37 CFR 1.27.

☐ b. Applicant is no longer claiming SMALL ENTITY status. See 37 CFR 1.27(g)(2).

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Authorized Signature

Thomas F. Lebens

Date

August 4, 2005

Typed or printed name

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38221

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